

**In the Specification:**

Please replace Paragraph [0041] with a new paragraph as follows, with revisions shown in redline:

-- In another important aspect, the present invention provides ~~as~~a system for providing personalized services using a digital dialog over a computer network between a service provider and a user of the personalized services, the system including: a service provider interface that communicates with a user interface using an audio/video communication channel in a service session; and a server unit that communicates with both the service provider interface and the user interface while the service provider interface communicates with the user interface using the audio/video communication channel in the service session; wherein the server unit comprises a data store that is interactively accessible by the service provider interface and the user interface during the service session. --.